



GREAT BOOKS *with the SYNTOPICON*

Published by ENCYCLOPAEDIA BRITANNICA in collaboration with THE UNIVERSITY OF CHICAGO

425 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

EXECUTIVE OFFICES

Dear Great Books Patron:

Welcome to the select family of Great Books subscribers! All of us associated with this new educational program are happy you have joined us. Carefully organized materials which can provide you with a lifetime Liberal Education are now yours.

However, we must sound a note of caution: The Great Ideas Program is valuable only in proportion to the use you make of it. Here is the wisdom of thirty centuries, the Great Ideas of our civilization - yes - but to benefit from them you must put them to work for you. In this regard, it is our desire to do everything possible to help you.

We would like to offer a few suggestions, as well as to tell you about some of the aids developed for you.

Perhaps the best way to start is to read Dr. Robert Hutchins' "A Letter to the Reader" beginning on page 74 of Volume I. On page 112 of the same Volume you will find the 10 Year Reading Course as designed by Drs. Hutchins and Adler, and used in their teaching at the University of Chicago.

Next we suggest you read the Preface to the first volume of the SYNTOPICON, pages XI thru XXXI (Volume 2 of the set). You might then pick out any one of the 102 Great Ideas which happens to appeal to you and read Dr. Adler's Introductory Essay on that particular idea in the SYNTOPICON. The Essays on the Great Ideas are considered by scholars as being among the greatest writings of our time.

In collaboration with a group of outstanding educators, Dr. Adler is now engaged in preparing a series of Reading Plans which provide the equivalent of a college background in the Liberal Arts. Each Plan is designed so that a busy person can get a broad knowledge of the subjects of his choice by devoting only a few hours a week. On this easy basis, the complete program provides 10 years study in Great Books. The readings are extremely interesting and stimulating; equally beneficial to the college graduate and to the person with a practical education.

The first Plan, "An Introduction to Great Books and to a Liberal Education" is packed with your set of Great Books. The subjects covered by the remaining 9 are:

Political Theory and Government	Philosophy of Law and Jurisprudence
Ethics - The Study of Human Relations	Economics: Property and Labor
Survey of Western Philosophy	Biology, Psychology and Medicine
Foundations of Science and Mathematics	Religion and Theology
	Basic Literature

The work involved in preparing a 10 year program of study is tremendous, and several years will be required before the entire program is completed. As each additional Plan is prepared you will be notified and, if you wish, it will be sent to you.

Also packed with your set of Great Books is "The Family Participation Plan." This Plan is designed to help parents and children find a new community of family interest. It represents the combined efforts of a number of grade school and high school educators and librarians. Whether or not there are children in your family, we think you will find reading this Plan interesting and exciting - as well as being a very practical way to start using and enjoying your Great Books.

Another valuable aid for your immediate use is the Syllabus for "Humanities 151," which is also packed with your set of Great Books. This is an approved College Course offered by the Home Study Department of the University of Chicago. We believe you will find the Syllabus used in this Course very beneficial as a guide to selected readings, and we believe the questions asked will prove stimulating to you.

Should you desire to earn academic credit for this Course, then you must register with the Home Study Department, University of Chicago. If you wish to enroll with the University, please write directly to me. You will be sent an individual registration certificate which will enable you to enroll with the University at a special, reduced registration fee. Upon successful completion of the Course, and after completing the final examination, you will receive three semester hours of academic credit from the University of Chicago. After you have completed this first Course, the University can advise you about other Home Study Courses available. Details pertaining to degrees and academic credits are explained in the Syllabus.

Still another aid developed for you is the Personal Consultation Service. This service makes it possible for you to "question the experts" on subjects or ideas related to Great Books, and to receive personalized assistance on problems arising from your reading and your thinking.

If you have questions about your interpretation of some passage in Great Books; if you require supplementary bibliographical material; if you would like a reading list prepared for a discussion group; if you have difficulty in locating some subject in the SYNTOPICON, just send us your questions. Write a letter on your own stationery and mail it to:

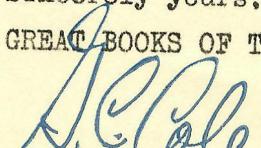
Great Books Personal Consultation Service
425 North Michigan Avenue
Chicago 11, Illinois

Your request will be forwarded to our staff of educators and you will receive a report prepared by them. Full details of this service are given on the reverse side of the Personal Consultation Service Certificate, which is enclosed with this letter.

Once again, let me say how glad we are that you have joined the family of Great Books owners. You have a complete and magnificent library as well as an educational program which cannot be duplicated, even if you were to go back to college. You will find your Great Books library a primary source of wisdom and the Great Ideas Program, as a whole, the source of unending pleasure and benefit.

Sincerely yours,

GREAT BOOKS OF THE WESTERN WORLD


G. C. Cole

Vice President

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